

## Skinner's for wear



For  
Dresses  
and  
Blouses  
Skinner's  
All-Silk  
Satin

For  
Lingerie  
and  
Petticoats  
Skinner's  
All-Silk  
Satin

LOVELY, soft, intimate things of satin, so dear to a woman's heart—yet so often a luxury because an inferior quality won't stand the wear.

Take them out of the luxury class by making them of

## Skinner's All-Silk Satin (36 inches wide)

Dainty caftans, petticoats, bloomers, boudoir caps, night-ropes, all so simple to make, become practical for every day wear when made of Skinner's "404" All-Silk Satin.

For 73 years "Skinner's" has meant the most durable silk goods. When you buy, ask for Skinner's and

"Look for the Name in the Selvage."—None genuine without it.

Ninety different shades, all in first class Dry Goods Store.

**WILLIAM SKINNER & SONS**

Also makers of Skinner's Pure Dye Tullies and Skinner's Lining Satins, famous for wearing quality since 1848.

NEW YORK  
CHICAGO

MILWAUKEE, MASS.

BOSTON  
PHILADELPHIA



"LOOK FOR THE NAME IN THE SELVAGE"

## CHENEY SILKS



Fashion quite approves the picturesque and, surely, its effect could be no more charmingly achieved than in this snugly-bodied frock of Cheney Tulle with sleeves, softly-gathered fichu and skirt frills of Crepe Chenette.

### THE PROBLEM OF THE SPRING WARDROBE

"TO be or not to be" is not the problem, for new Spring frocks, tailleurs, negligees and dainty underthings are just as sure to be as are the showers of April or the flowers of May. The question of paramount importance is "of what to be," and the Sage of Fashion answers, "For smartness, for beauty and for durability—be of Cheney Silks."

Stores with a reputation for fine merchandise will be quite sure to sell Cheney Silks, either by the yard or in garments ready to wear.

**CHENEY BROTHERS**

4th Avenue at 18th Street, New York



## HOUBIGANT NEW FACE POWDERS

Quelques Fleurs—Le Parfum Ideal  
Coeur de Jeannette  
La Rose France  
Non Boudoir

At the Store of the French Perfumery Co.

PARK OF THE PORT

## For want of one vital element your body begins to "burn itself up"

New knowledge of an important  
lack in many of our everyday foods

SCIENCE has made the startling discovery that if we do not get a proper supply of energy from our food, the body begins to feed on itself—to burn itself up. We now know that the lack of one vital element in food, called *vitamine*, keeps us from getting this needed energy.

Which of our common everyday foods have it? Which lack it?

Around this tremendously interesting subject hundreds of actual feeding experiments were made. Scientists eagerly watched the seeming magic change from an almost dying condition to one of health and vigor as one animal after another was given the precious *vitamine*. When the *vitamine* was taken away they lost appetite and became actually starved.

In many of these experiments yeast was used as the richest known source of this life-giving *vitamine*. A number of foods, notably leafy vegetables, contain this *vitamine*. But we are profoundly affected by the knowledge that many of our everyday modern foods lack it.

That is why thousands of men and women today are adding Fleischmann's Yeast to their regular meals. They find it gives them a vigor and energy they never had before.

Yeast is assimilated like any other food. It is an aid to



all the digestive processes. Eat Fleischmann's Yeast at any time—from 1 to 3 cakes a day. If troubled with gas dissolve yeast first in boiling water. Place a standing order with your grocer for Fleischmann's Yeast, and get it fresh daily. Write for the valuable free booklet, "The New Importance of Yeast in Diet." THE FLEISCHMANN COMPANY, Dept. 111-2, 701 Washington St., New York, N. Y.

### A food with health-building properties

In scientific tests of the therapeutic value of Fleischmann's Yeast in treating pimples, boils and constipation the doctors say "that in many of the cases the yeast treatment caused an improvement in the general health of the patient quite aside from helping the particular ailment."

To build up and maintain health, keeping the body resistant to disease, eat 1 to 3 cakes of Fleischmann's Yeast a day—a part of your regular diet.

